

We claim:

1 1. A method for presenting to a user at a station connected to a distributed
2 computer network, relevant areas of distributed computer network sites, comprising, the steps
3 of:

4 receiving across the distributed computer network an indication of a mind set
5 of the user in navigating the network, wherein the mind set indicates a navigational goal of the
6 user over the distributed computer network;

7 cross-referencing the indicated user mind set with a mind set data store of
8 potential user goals to find at least one indicated goal;

9 cross-referencing the indicated user goal with a service data store of a set of
10 services, the set of services potentially reflecting the navigational goal of the user mind set;

11 matching the set of services in the cross-referencing step with a list of service
12 providers that provide the set of services that potentially reflect the navigational goal of the
13 user; and,

14 displaying the list of services and service providers to the user at the station.

1 2. A method as in claim 1, further comprising, the step of:

2 offering the user a promotion associated with a service provider that relates to
3 the received user mind set.

1 3. A method as in claim 1, wherein the displaying step, further comprises, the

2 step

of:

sending the list to a tool that creates a user interface for the constructed list.

4. A method as in claim 1, wherein the station is at least one of a personal computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based platform, a wireless digital platform, and a voice-based platform.

5. A method for presenting to a user at a station connected to a distributed computer network, relevant areas of distributed computer network sites, comprising, the steps of:

displaying to the user across the distributed computer network a set of potential user mind sets and a set of potential contextual inferences;

receiving from the user at least one of a user mind set or a contextual inference, wherein the user mind set or contextual inference indicates a navigational goal of the user over the distributed computer network;

sending the user to a new location on the distributed computer network in response to the received user response; and,

presenting to the user at the station a list of service providers in response to the received user response, the list of service providers providing services in accordance with the received user response.

1 6. A method as in claim 5, further comprising, the a step of:
2 outlining an activity history that reflects the received user response on a visual
3 display at the station.

1 7. A method as in claim 6, further comprising, the step of:
2 recording the activity history electronically.

1 8. A method as in claim 7, further comprising, the step of:
2 transmitting the electronically stored activity history.

1 9. A method as in claim 8, further comprising using the transmitted electronically
2 stored activity history for a customization of a navigational environment.

1 10. A method as in claim 5, further comprising, the step of:
2 offering the user an additional enhancement wherein the additional
3 enhancement comprises a promotion associated with a service provider that relates to the
4 received user response.

1 11. A method as in claim 5, wherein the station is at least one of a personal
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
3 platform, a wireless digital platform, and a voice-based platform.
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1 12. A method as in claim 5, further comprising, the step of:
2 generating a fee to the service provider each time a service associated with the service
3 provider is presented to the user.

1 13. A method as in claim 5, further comprising the step of:
2 receiving from the user a selection from the list, the selection being consistent
3 with the navigational goal of the user over the distributed computer network.

1 14. A method as in claim 13, further comprising the step of:
2 generating a fee to a service provider each time a user selection associated with
3 the service provider is received from the user.

1 15. A system for delivering targeted ads to a user operating a station connected to
2 a distributed computer network, comprises:

3 an ad server which maintains the targeted ads for the user at the station across
4 the distributed computer network;

5 a data store that identifies a set of rules associated with an ad, the rules
6 indicate a level of relevancy of an ad to a particular content; and

7 a match maker that parses the particular content by objects and corresponding
8 attributes, that maps a targeted ad to the particular content by applying the rules in the data
9 store, and that sends an identification of the targeted ad to the ad server.

1 16. A system as in claim 15, wherein the station is at least one of a personal
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
3 platform, a wireless digital platform, and a voice-based platform.

1 17. A system for sending targeted services to a user at a station connected to a
2 distributed computer network, comprises:
3 an object registry that identifies a first set of objects relevant to services
4 provided by a service provider and that maps the first set of objects to the services provided by
5 the service provider; and,
6 a match maker that parses content in a document, that identifies a second set of
7 objects relevant to the content, that groups the second set of objects relevant to the content,
8 that cross-references the first set of objects with the second set of objects to determine
9 targeted services relevant to both the first and the second set of objects, and that sends the
10 targeted services to the user across the distributed computer network.

1 18. A system as in claim 17, wherein the station is at least one of a personal
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
3 platform, a wireless digital platform, and a voice-based platform.

1 19. A system for presenting to a user at a station connected to a distributed
2 computer network, relevant computer network sites, comprising:
3 a mind set data store that stores a set of potential user goals;

4 a service data store that stores a set of services; and,
5 a processor that receives from the user an indication of a user mind set in
6 navigating the network, wherein the mind set indicates a navigational goal of the user over the
7 distributed computer network, the processor cross-references the indicated mind set with the
8 potential user goals in the mind set data store, cross-references the indicated user goal with the
9 set of services potentially reflecting the navigational goal of the user, matches the set of
10 cross-referenced services with a list of service providers that provide that set of services, and
11 displays the list of services and service providers to the user at the station.

20. A system as in claim 19, wherein the station is at least one of a personal
computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
platform, a wireless digital platform, and a voice-based platform.

21. A method for presenting to a user at a station connected to a distributed
computer
network, relevant areas of distributed computer network sites, comprising the steps of:
maintaining targeted ads for the user at the station across the distributed
computer network;
identifying a set of rules indicating a level of relevancy of an ad to a particular
content;
parsing a particular content by objects and corresponding attributes; and
mapping a targeted ad to the particular content applying the identified rules.

1 22. A method as in claim 21 wherein the station is at least one of a personal
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
3 platform, a wireless digital platform, and a voice-based platform.

1 23. A method for presenting to a user at a station connected to a distributed
2 computer network, relevant areas of distributed computer network sites, comprising, the steps
3 of:

4 identifying a first set of objects relevant to services provided by a service
5 provider;
6 mapping the first set of objects to the service provided by the service provider;
7 parsing a second set of objects relevant to content in a document;
8 grouping the second set of objects relevant to content in a document;
9 cross-referencing the first set of objects with the second set of objects to
10 determine targeted services; and
11 sending targeted services to the user across the distributed computer network.

1 24. A method as in claim 23, wherein the station is at least one of a personal
2 computer, a pager, a Web-enabled phone, a personal digital assistant (PDA), a pen-based
3 platform, a wireless digital platform, and a voice-based platform.

1 25. A method as in claim 23, further comprising the step of:

2 generating a fee to the service provider associated with the sent targeted
3 service.

1 26. A method as in claim 23, further comprising the step of:
2 receiving from the user a user selection.

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